



WKMG

# ORDER

Print Date 10/19/12 Page 1 of 10

Flight Dates 10/24/12-10/30/12

Contract / Revision 262655 /

Original Date / Revision  
10/19/12 10/19/12

Advertiser POL/American Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Product  
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1257

Alt Order # 06387055

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 268400

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	65	\$150,280.00	\$176,800.00	0.00	10/01/12	10/28/12	65	\$150,280.00	\$176,800.00
November 2012	37	\$77,860.00	\$91,600.00	0.00	10/29/12	10/30/12	37	\$77,860.00	\$91,600.00
Totals	102	\$228,140.00	\$268,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/26/12	10/26/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$700.00		0.00			
E 2	WKMG	10/26/12	10/26/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$15,000.00		0.00			
E 3	WKMG	10/26/12	10/26/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$2,500.00		0.00			
E 4	WKMG	10/26/12	10/26/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00



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Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1257

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/26/12	10/26/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,000.00		0.00			
E 5	WKMG	10/26/12	10/26/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,400.00		0.00			
E 6	WKMG	10/26/12	10/26/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,250.00		0.00			
E 7	WKMG	10/26/12	10/26/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,250.00		0.00			
E 8	WKMG	10/26/12	10/26/12	2-3p The Talk The Talk	CM	2-3p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$700.00		0.00			
E 9	WKMG	10/26/12	10/26/12	3-4p Doctors The Doctors	CM	3-4p	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$500.00		0.00			
E 10	WKMG	10/26/12	10/26/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$700.00		0.00			
E 11	WKMG	10/26/12	10/26/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$500.00		0.00			
E 12	WKMG	10/26/12	10/26/12	News at 5p News at 5p	CM	5-530p	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,000.00		0.00			
E 13	WKMG	10/26/12	10/26/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,400.00		0.00			
E 14	WKMG	10/26/12	10/26/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,000.00		0.00			
E 15	WKMG	10/26/12	10/26/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$1,800.00		0.00			
E 16	WKMG	10/26/12	10/26/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$700.00		0.00			



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Flight Dates 10/24/12-10/30/12

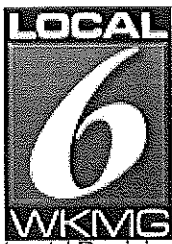
Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	10/26/12	10/26/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----1--	1		\$700.00		0.00					
E 17	WKMG	10/26/12	10/26/12	Fri Prime 8p NCIS	CM	8-9p	----1--	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----1--	1		\$5,000.00		0.00					
E 18	WKMG	10/26/12	10/26/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----1--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	----1--	1		\$500.00		0.00					
E 19	WKMG	10/29/12	10/29/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$700.00		0.00					
E 20	WKMG	10/29/12	10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$2,500.00		0.00					
E 21	WKMG	10/29/12	10/29/12	M-F David Letterman David Letterman	CM	1136p-1238a	1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$1,000.00		0.00					
E 22	WKMG	10/29/12	10/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$1,400.00		0.00					
E 23	WKMG	10/29/12	10/29/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	1-----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$1,250.00		0.00					
E 24	WKMG	10/29/12	10/29/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$1,250.00		0.00					
E 25	WKMG	10/29/12	10/29/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$700.00		0.00					
E 26	WKMG	10/29/12	10/29/12	3-4p Doctors The Doctors	CM	3-4p	1-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$500.00		0.00					
E 27	WKMG	10/29/12	10/29/12	430-5p Inside Edition Inside Edition	CM	430-5P	1-----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$800.00		0.00					
E 28	WKMG	10/29/12	10/29/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	1-----	1		\$500.00		0.00					



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Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WKMG	10/29/12	10/29/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$500.00		0.00		
E 29	WKMG	10/29/12	10/29/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$800.00		0.00		
E 30	WKMG	10/29/12	10/29/12	530-6p The Insider Insider	CM	530p-6p	1-----	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$900.00		0.00		
E 31	WKMG	10/29/12	10/29/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$1,400.00		0.00		
E 32	WKMG	10/29/12	10/29/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$1,000.00		0.00		
E 33	WKMG	10/29/12	10/29/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$700.00		0.00		
E 34	WKMG	10/29/12	10/29/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$1,800.00		0.00		
E 35	WKMG	10/29/12	10/29/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	1-----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$500.00		0.00		
E 36	WKMG	10/29/12	10/29/12	Mon Prime 9p 2 Broke Girls	CM	9-930p	1-----	:30	1	\$15,000.00	P-3	0.00 NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-----					1	\$15,000.00		0.00		
E 37	WKMG	10/27/12	10/27/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-					1	\$2,500.00		0.00		
E 38	WKMG	10/27/12	10/27/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-					1	\$400.00		0.00		
E 39	WKMG	10/27/12	10/27/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-					1	\$600.00		0.00		
E 40	WKMG	10/28/12	10/28/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----1	:30	1	\$18,000.00	P-3	0.00 NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$18,000.00		0.00		



WKMG

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Flight Dates 10/24/12-10/30/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 40	WKMG	10/28/12	10/28/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----1	:30	1	\$18,000.00	P-3	0.00 NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$18,000.00		0.00		
E 41	WKMG	10/28/12	10/28/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$2,500.00		0.00		
E 42	WKMG	10/28/12	10/28/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$2,500.00		0.00		
E 43	WKMG	10/28/12	10/28/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$400.00		0.00		
E 44	WKMG	10/28/12	10/28/12	Sun 630p News Sun 630p News	CM	630-7p	-----1	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$900.00		0.00		
E 45	WKMG	10/28/12	10/28/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$20,000.00	P-3	0.00 NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$20,000.00		0.00		
E 46	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$2,500.00		0.00		
E 47	WKMG	10/28/12	10/28/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$12,000.00	P-3	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$12,000.00		0.00		
E 48	WKMG	10/25/12	10/25/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$700.00		0.00		
E 49	WKMG	10/25/12	10/25/12	Thu Prime 10p Elementary	CM	10-11p	---1---	:30	1	\$11,000.00	P-3	0.00 NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$11,000.00		0.00		
E 50	WKMG	10/25/12	10/25/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$2,500.00		0.00		
E 51	WKMG	10/25/12	10/25/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$1,000.00		0.00		
E 52	WKMG	10/25/12	10/25/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---1---	:30	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$1,400.00		0.00		



WKMG

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Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

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Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 52	WKMG	10/25/12	10/25/12	11-12p Price Is Right	CM	11a-12p	---1---	:30	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00
				Price Is Right										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$1,400.00		0.00			
E 53	WKMG	10/25/12	10/25/12	1230-2p CBS Soaps	CM	12:30-2p	---1---	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
				Soaps										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$1,250.00		0.00			
E 54	WKMG	10/25/12	10/25/12	Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
				Local 6 News 12-1230p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$1,250.00		0.00			
E 55	WKMG	10/25/12	10/25/12	2-3p The Talk	CM	2-3p	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
				The Talk										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$700.00		0.00			
E 56	WKMG	10/25/12	10/25/12	3-4p Doctors	CM	3-4p	---1---	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
				The Doctors										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$500.00		0.00			
E 57	WKMG	10/25/12	10/25/12	430-5p Inside Edition	CM	430-5P	---1---	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
				Inside Edition										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$800.00		0.00			
E 58	WKMG	10/25/12	10/25/12	Morn News at 5a	CM	5-530a	---1---	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
				Morn News at 5a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$500.00		0.00			
E 59	WKMG	10/25/12	10/25/12	Morn News at 530a	CM	530-6a	---1---	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
				Morn News at 530a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$800.00		0.00			
E 60	WKMG	10/25/12	10/25/12	530-6p The Insider	CM	530p-6p	---1---	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
				Insider										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$900.00		0.00			
E 61	WKMG	10/25/12	10/25/12	News at 6p	CM	6-630p	---1---	:30	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00
				News at 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$1,400.00		0.00			
E 62	WKMG	10/25/12	10/25/12	Morn News at 6a	CM	6-7a	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
				Morn News at 6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$1,000.00		0.00			
E 63	WKMG	10/25/12	10/25/12	CBS This Morning	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
				The Early Show										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$700.00		0.00			
E 64	WKMG	10/25/12	10/25/12	M-F 7:30-8p Inside Ed	CM	730-8p	---1---	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
				Inside Edition										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1			\$1,800.00		0.00			



WKMG

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Flight Dates 10/24/12-10/30/12

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Original Date / Revision 10/19/12/ 10/19/12

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Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1257

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 64	WKMG	10/25/12	10/25/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	---1---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$1,800.00		0.00			
E 65	WKMG	10/25/12	10/25/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$18,000.00		0.00			
E 66	WKMG	10/25/12	10/25/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$500.00		0.00			
E 67	WKMG	10/30/12	10/30/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$700.00		0.00			
E 68	WKMG	10/30/12	10/30/12	Tue Prime 10p Vegas	CM	10-11p	-1-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$9,000.00		0.00			
E 69	WKMG	10/30/12	10/30/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$2,500.00		0.00			
E 70	WKMG	10/30/12	10/30/12	M-F David Letterman David Letterman	CM	1136p-1238a	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$1,000.00		0.00			
E 71	WKMG	10/30/12	10/30/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$1,400.00		0.00			
E 72	WKMG	10/30/12	10/30/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$1,250.00		0.00			
E 73	WKMG	10/30/12	10/30/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$1,250.00		0.00			
E 74	WKMG	10/30/12	10/30/12	2-3p The Talk The Talk	CM	2-3p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$700.00		0.00			
E 75	WKMG	10/30/12	10/30/12	3-4p Doctors The Doctors	CM	3-4p	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$500.00		0.00			
E 76	WKMG	10/30/12	10/30/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$700.00		0.00			



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Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1257

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 76	WKMG	10/30/12	10/30/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$700.00		0.00			
E 77	WKMG	10/30/12	10/30/12	Morn News at 5a Morn News at 5a	CM	5-530a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$500.00		0.00			
E 78	WKMG	10/30/12	10/30/12	News at 5p News at 5p	CM	5-530p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,000.00		0.00			
E 79	WKMG	10/30/12	10/30/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,400.00		0.00			
E 80	WKMG	10/30/12	10/30/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,000.00		0.00			
E 81	WKMG	10/30/12	10/30/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,800.00		0.00			
E 82	WKMG	10/30/12	10/30/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$700.00		0.00			
E 83	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$18,000.00		0.00			
E 84	WKMG	10/30/12	10/30/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$500.00		0.00			
E 85	WKMG	10/30/12	10/30/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$15,000.00		0.00			
E 86	WKMG	10/24/12	10/24/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$700.00		0.00			
E 87	WKMG	10/24/12	10/24/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$2,500.00		0.00			
E 88	WKMG	10/24/12	10/24/12	M-F David Letterman David Letterman	CM	1136p-1238a	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,000.00		0.00			





WKMG

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Contract / Revision **262655** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 88	WKMG	10/24/12	10/24/12	M-F David Letterman David Letterman	CM	1136p-1238a	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,000.00		0.00			
E 89	WKMG	10/24/12	10/24/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,400.00		0.00			
E 90	WKMG	10/24/12	10/24/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,250.00		0.00			
E 91	WKMG	10/24/12	10/24/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,250.00		0.00			
E 92	WKMG	10/24/12	10/24/12	2-3p The Talk The Talk	CM	2-3p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$700.00		0.00			
E 93	WKMG	10/24/12	10/24/12	3-4p Doctors The Doctors	CM	3-4p	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$500.00		0.00			
E 94	WKMG	10/24/12	10/24/12	4-430p Extra Extra	CM	4-430p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$700.00		0.00			
E 95	WKMG	10/24/12	10/24/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$500.00		0.00			
E 96	WKMG	10/24/12	10/24/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,000.00		0.00			
E 97	WKMG	10/24/12	10/24/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,400.00		0.00			
E 98	WKMG	10/24/12	10/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,000.00		0.00			
E 99	WKMG	10/24/12	10/24/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,800.00		0.00			
E100	WKMG	10/24/12	10/24/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$700.00		0.00			



WKMG

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Contract / Revision

262655

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E100	WKMG	10/24/12	10/24/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--1----	1		\$700.00		0.00					
E101	WKMG	10/24/12	10/24/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--1----	1		\$500.00		0.00					
E102	WKMG	10/24/12	10/24/12	Wed Prime 9p Criminal Minds	CM	9-10p	--1----	:30	1	\$14,000.00	P-3	0.00 NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--1----	1		\$14,000.00		0.00					
													Totals	102 \$268,400.00